

★ THE MASSEUR ★

American
Association



Masseurs
Masseuses

OFFICIAL BULLETIN

FEBRUARY, 1954

DECATUR, ILLINOIS

-OUTLOOK-, IS BRIGHT FOR 1954

JUST WHAT YOU HAVE BEEN WAITING FOR

A 3x3½ decal (a replica of the large decal) is now available. You can stick the emblem in the rear window of your automobile and let all the world know that you are proud to be a member of the A.A. M.M. The decal is free to all paid up members of the association. Send a 3c stamp with your name and address and we will send it out in the next mail. It will be fun to have someone stop you on the highway and say hello as a fellow member who recognized the emblem in your car window. And just think of all the folks who will ask you what the emblem represents, you will then have the opportunity to hand them your professional card and put a plug in for your profession. We have a limited number of the decals on hand now, so first come first served.

National Sec'y-Treas.

DECEASED

It is with great sorrow that we announce the death of one of our members, Paul George of Washington Chapter. Died December 16, 1953. He was buried in Wenatchee, Washington. Flowers were sent from the state and local chapters. He was chairman of his local chapter, and had a prosperous business with Idame Lukins at 3213 California Avenue, Seattle.

NEWS FLASH!!!!

A. A. M. M. members in North Dakota organized a State Chapter, details in the next issue of the Masseur - -

Next Convention Dates and Place.

August 5, 6, 7, 8th, 1954. Blackhawk Hotel, Davenport, Iowa.

August 5th will be reserved for officers and appointees on committees.

August 6th and 7th will be for business, speakers and demonstrations.

August 8th will be set aside for entertainment and trips if any.

The above subject to revision and change if necessary.

ATTENTION ALL A.A.M.M. MEMBERS IN ALL STATES

Your convention committee in the state of Iowa would like to have some suggestions as to what type of demonstrations you would like to have featured; also, if you have a favorite speaker that you would like to have present some important subject in relation to our professional work. We cannot assure that we can secure the services of the one you suggest, but we will try. Now don't wait too long to write us as we are now in the process of mapping out plans for the next convention. How successful the next convention will be

and also how you will enjoy and benefit from this convention depends on how you will contribute and cooperate. Send all suggestions and requests to your National Sec'y-Treas. at once.

CONGRATULATIONS!!

Congratulations to Washington Chapter on your birthday anniversary. You have set a splendid example for the rest of the chapters. May you have and enjoy many more. This year marks Washington's fifth year as a member of the American Association of Masseurs and Masseuses. We, the other chapters are conscious of the work, co-operation, fellowship and enjoyment you members are having and sharing out there on the coast.

A contribution from the Sec'y-Treas. Gerva Connor of the Kansas Chapter:

WORKING TOGETHER

All have a share in the beauty;

All have a part in the plan.

What does it matter what duty

Fa'll to the lot of man?

Someone has blended the plaster

And someone has carried the stone.

Neither the man nor the master

Ever has built alone.

Making a roof for the weather,

Building a house for a King.

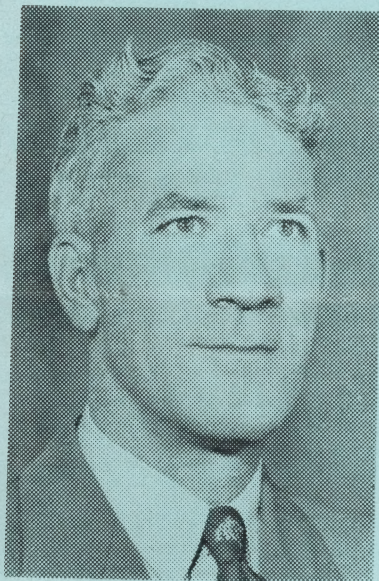
Only working together

Has man accomplished a thing.

THE MASSEUR

Published in Decatur, Ill.
Dr. Chas. W. Brooks Editor

President's Message



EARL F. ALEXANDER

IT CAN BE DONE

The favorite song of the skeptic is: "It can't be done." Then some silent fellow from almost nowhere goes ahead and does it! It is this spirit of "never-say-die" that has brought a new light into the world. Cheers for those who say it can be done—they are the inspirers of all life.

Let's call it Faith. Is there anything so important and potent as a guide through life as Faith? If there is, I have never discovered it. Faith, to me, seems all. If we have it, we have the key to all triumphs, and indeed to life itself. This faith, however, is not something that we purchase or borrow. It is something that we plant and nurture within ourselves.

There is a difference, though. You have often heard the expression that "it takes all kinds of people to make a world." It sure does. But that emphasizes the

wisdom of the Creator. He meant that people should be different. Not a single one can exactly duplicate another. Each is "unique."

Our greatest gift is the mind that we inherited at birth. It is what we do with that mind that makes all the difference in the world as to our well-being, our health, our happiness, and our success in life.

If we all thought alike, acted alike, and looked alike, what a funny world of human beings we would have on our hands! How fortunate that each of us is different, with inherited qualities and tendencies that are ours and ours alone. Each of us has something wonderful on which to concentrate.

It is because we think differently and have ideas of our own that we can contact all sorts of people and keep learning from others, and they from us. That is what makes an interesting world.

To me, this is the purpose of the A. A. M. M. — the philosophy of healing! To have and to master — not one, but many of the natural healing techniques to pass on to others in our membership through our "Masseur."

I would like to take this time to give the State of Washington and their fine group a big hand for their sincere and enthusiastic effort. They are striving to elevate their standards in their profession. In the past months I have wished that we could have more cooperation from our many chapters and members. I regret to say at this time that we have received no help or suggestions, no effort or no protest, or no constructive ideas from any of the other groups, collectively or otherwise. Why is this so?

Why do we keep harping about the technicians who are always getting into trouble? Or about those who do not know how to conduct an ethical business or practice? Why not concentrate our time and effort on the operators who are in great numbers and who are conducting ethical

business? There is only one way to accomplish this, in my opinion. For state chapters to have regular meetings, form committees and see that our profession is protected.

For years we have had complaints about this operator or that operator. Of course, we do not call ourselves operators. One of our members has defined an operator as a machine operator of construction equipment, trucks, etc. I look on our members as "natural healing technicians" — professionals. And as a professional, we have a good practice. We should pass on to our fellowman the knowledge we have gained through our profession.

We all know there are hundreds of practitioners who are getting by with little or no effort at all. We are not interested in such practitioners. If we give our patrons the impression of cleanliness and efficiency, by word of mouth, before long, the so-called practitioners will be out of business.

We are in a good profession. A business conducted in an ethical manner will grow and grow. One of the best ways to get a patient to give a recommendation is to make him realize the effort that is being made for his health and welfare. This can be done, too, by being organized in a group and telling your patients about the organization convincingly and enthusiastically. Let them know you belong to a national organization and that we have a mark of distinction, display our certificate and decals with the A. A. M. M. emblem. Proudly recommend members from town to town and from state to state. Tell each one of your patrons you can vouch for those who belong to this organization.

Let your national officers know that you know what they are doing is for a cause, and that you are back of them. This can be done by supporting your national publication with articles, items of

(Continued on Page 4)

WHY MASSAGE AND SWEAT BATHS WORK IN HELPING RESTORE THE FUNCTIONS OF THE BODY

The human body is made up of electronic vibrations with each atom and element of the body, each organ and organism, having its electronic unit of vibration necessary for the sustenance of, and equilibrium in, that particular organism. Each unit, then being a cell or unit of life in itself has its capacity of reproducing itself by the first law as is known of reproduction-division. When a force in any organ or element of the body becomes deficient in its ability to reproduce that equilibrium necessary for the sustenance of the physical existence and its reproduction, that portion becomes deficient in electronic energy. This may come by injury or disease, received from external forces. It may come from internal forces through lack of eliminations produced in the system, or by the lack of other agencies to meet its requirements in the body.

No cures can come EXCEPT through natural channels. Assimilation of needed properties through the digestive system from food taken into the body. The

affliction or disturbance upsets the natural equilibrium of this process. Certain necessary properties for the maintenance of the body were not extracted from the digested food. (In most cases malnutrition is involved and the necessary ingredients are not in the food). The proper equilibrium of the assimilation system has to be restored.

In my mind the idea is not aimed at curing a specific ailment, but at producing a healthy body, which would itself get rid of any ailment. In some cases the evidence of the ailment is removed. In other cases the causes are eliminated. The tonsils and appendix should not be removed, because they act as focal points for poisons, gathering and sending them out through proper channels. Only when overloaded to the point of breaking down should they be removed. And such a break down means that some part of the body was over producing waste material.

C. W. Brooks, N.D.

thing of interest. What is mostly interesting to the rest of us? What you members write of course, that is what makes a magazine. If you are to continue to look forward with interest to each issue of the Masseur you will of necessity have to contribute to the material that goes into the Masseur. I am going to keep my fingers crossed, maybe you will surprise me.

National Secy.-Treas.

—○—

The letter below is from a prospective advertiser. How would you answer the questions asked? Especially note questions No. 1 & 2.

We are going to call on you for some information to help us in our contacts with Masseurs and Masseuses.

1. Firstly, what is the proper title of a Masseur? Is he called "Doctor"?
2. Are there accredited licensed schools where Masseurs obtain degrees for practicing?
3. Does this vary with states?
4. How would you suggest that we direct our advertising, etc.

The above is only a part of the letter as many other questions were asked about our position and standing in relation to other professions. We are greatly concerned about questions No. 1 & 2. It is high time we begin to consider a title we all can agree on. Next, it is important that we take the initiative in approving schools that meet with our standards of education and secure degrees that mean something. Let's hear your comments. Your Secy.-Treas. has taken the initiative on the above but so far the membership has failed to show interest. Whether you are in sympathy with doing something about those first two questions or not, please at least give your opposing views.

ATTENTION

All State Chapter Secy.-Treas.

It was way back, it seems so long ago, October 14, 1952. That was the time we wrote to every chapter Secy.-Treas. and asked for a real test of cooperation, and here is what we wrote:

"Now for a real test in cooperation. We are asking every Secy.-Treas. to assume the responsibility to send an article in each month for publication from your state chapter. No, we are not expecting the Secy.-Treas. to write all these articles, but we are depending on him or her to see that someone in the Chapter does their part. It need not be a long article, but should be of interest to your fellow operators, particularly an unusual case history of

some patient you were instrumental in helping in a special way. You need not go into details and methods used, as anyone interested further will write for details."

Some of the Secy.-Treas. responded right away, others not at all to the above request. All of you forgot after the first round, and now where do we find ourselves, well, here is the pitch. Our editor informs me that he has no material to put into the magazine. Now folks, do you think it fair for the editor to do the worrying about not having enough material to publish, when he does all the other work gratis and without pay to print the publication? I am sure you do not. Now how about you members? I am sure none of you have to wait for an officer to ask you to write some-

HEM 12612

(Continued from page 2)

interest about your practice, some technique you care to pass on to other members.

Bear in mind we have a national convention. This is something we should be proud of. Many so-called organizations do not have national conventions, do not have national publication such as we are privileged to have. Do not overemphasize legislation in connection with this organization.

Let's support our state and national chapters so that we may have qualified members to bring to our national convention to give further support to our state and national organizations.

Earl F. Alexander

EXTRA SPECIAL NEWS

Just as we were going to press with this issue of the Masseur we received an article of profound interest to all our members and readers.

Gabriel Heatter, a radio commentator on a National hookup, is being sponsored by the Niagara Massage Equipment Company. Naturally he has something to sell but he is going to make Americans everywhere acquainted with massage.

People who, today wouldn't frequent a massage clinic, will feel the urge to visit us professionally and bring their families. According to Mr. Heatter, doctors will be sending their patients and recommending us to the public. He gave us a nice build-up and explained, that just anybody couldn't be a technician. It takes education and training to become a smooth and competent operator.

So let us take advantage of this golden opportunity and get behind our massage schools and our own association so we can promote legislation and get the recognition we deserve.

You members on the Pacific coast tune in on him on Tuesday at 6 p. m. P.S.T. Other members likewise in their respective time zones.

THE SEATTLE DAILY TIMES . . .

I have two newspaper clippings from Milton Niedfelt taken from The Seattle Daily Times on January 18, 1954. The first one is just the headline and subhead, that reads: **PRESIDENT PROPOSES FEDERAL AID TO BOLSTER PRIVATE HEALTH PLANS.** Subhead reads: **Assistance Requested For Disabled.** That is all he sent but it sounds good. Maybe they need our help. We are scattered out all over the nation and we definitely have a health program. I know this, the different Benefit associations, the white and blue cross insurance companies are recognizing the therapist work. I received over \$90.00 in fees last month from insurance companies for services rendered to policy holders. The Government would save a lot of money by letting us take care of the disabled, in our respective capacity of course. There would be a lot of red tape and paper work but I think the disabled would get better treatment and service. It might mean that a lot of us would have to come up to date with our methods and equipment.

Which brings me to the next article or clipping. It is under a 24 point subhead written by Hal Boyle: **OUR SENATORS HAVE PRIVATE BATHS, TOO—SUCH AS THEY ARE.** Quoting the last paragraph in his article he says: "If I were a senator, one of the first things I'd do is introduce a bill to tear out all that antique plumbing and put in a gym at least as good as the one you find in the average public high school!"

Well I think he is right, they need a gym and baths a lot more than the average high school student. They are supposed to have acquired their three 'Rs' and should be allowed to enjoy some relaxation and exercise. Equipment is important and impressive

to any patient. This Boyle sort of takes a poke at the attendants, never calling them Masseurs or Therapists. He says our senators aren't getting as good a deal as the Roman senator did in the days of Quintus and Brutus. He also says that almost every country since Rome has managed to have their private baths where they can discuss public issues while their tissues are being pummeled by attendants. Now I know that is just his expression and meant no harm. I don't feel that he was trying to slander the attendant, whether he be masseur or therapist. I know I would be well pleased to have a couple of senators discussing their issues in my establishment while I was kneading their tissues.

Thanks for the articles Milton, they were interesting and gives us something to think about.

STATE CHAPTER A.A.M.M.

The Arkansas Chapter A. A. M. M. met November 29th, at 2 p. m. in the Mae Stover Hughes Massage Parlor, 346½ Central Ave., Hot Springs, Ark. The meeting was called to order by the President, Mae Hughes. Minutes of the previous meeting were read and approved.

The secretary reported that all of the members except two were delinquent with their '53-'54 dues, after which there was some discussion and it was concluded that we should submit our dues as soon as possible.

J. E. Aldrich spoke for a few minutes about the Hot Springs bath house situation regarding the attitude that they have taken towards Arkansas legislation on Massage.

With no further business the meeting was adjourned. The next meeting will be arranged by the President.

Earl B. Swan, Secy.-Treas.

Arkansas Chapter A. A. M. M.

REHABILITATION OF THE HEMIPLEGIC

By JAMES CARLSON

Carlson Clinic

I Introduction

The hemiplegic patient represents one of the most common of the chronic neurological disabilities. The typical picture is that of a spastic paralysis of one side of the body with the affected arm internally rotated and adducted, the forearm, fingers and wrist flexed. Arm movements are in-coordinated. With the leg of the patient fully extended, dorsi-flexion of the foot is impossible. If the dominant side is affected, for example a right paralysis in a right handed individual, speech is affected.

There are several causes for hemiplegia such as congenital malformations and trauma but the most common picture is a hemiplegia following apoplexy. Causes of apoplexy are thrombosis, hemorrhage-embolism and spasm of the cerebral vessels. Rehabilitation measures can be started immediately upon regaining of consciousness except in the case of hemorrhage. In this case rehabilitation is limited to bed exercises for the first three weeks.

II Purpose of Rehabilitation

- A. Prevent deformities and muscle atrophy
- B. Treat deformities if they occur.
- C. Retrain the patient in ambulation and elevation activities.
- D. Train the patient to perform activities of daily living with the unaffected arm and hand.
- E. Re-train the affected arm and hand to its maximum capabilities
- F. Treat speech difficulties if present.

III Procedure and Treatment

- A. Preventing deformities and muscle atrophy
 1. Use footboard or posterior leg splint to prevent foot drop and subsequent heel

cord shortening.

2. Use sand bags to prevent outward rotation of affected leg.
3. Use a cock-up splint for affected hand to maintain it in a functional position.
4. Start quadriceps setting exercises.
5. Start sitting in bed to re-establish balance.
6. Passive movements to affected arm and leg through full range of motion several times daily
- B. Treating the deformity if present (principal deformities seen are in tight heel cord and frozen shoulder)

1. Heat, massage and stretching to affected parts.
2. Pulley therapy to relieve contractures and work toward normal range of motion

- C. Re-train the patient in ambulation and elevation activities

1. Practice balancing in parallel bars in upright position.
2. Start pulley therapy with lower extremities to re-establish reciprocal motion patterns in preparation for walking.
3. Teaching heel and toe gait to prevent clonus and re-establish normal walking patterns stressing reciprocal motion.
4. Use a short leg brace if necessary to correct foot drop
5. Begin crutch walking
6. Begin elevation training by stressing climbing of steps, curbs, stairs and ramps.
- D. Train patient to perform the activities of daily living with unaffected arm and hand.

1. Self care activities such as dressing, toilet activities and eating.
2. Hand activities such as opening doors, throwing switches, and operating telephone.

- E. Train affected arm and hand to its maximum capabilities

1. Muscle re-education
2. Exercise program done with the therapist and at home by

the patient.

- F. Treat speech difficulties

1. Analysis by a speech pathologist
2. Treatments by speech therapist

IV Conclusion

The rehabilitation of the hemiplegic should begin as soon as the definitive care is no longer required. Important points to remember are:

1. Correct bed positioning with proper attention paid to foot drop and deforming conditions.
2. Complete range of motion exercise to every joint on the affected side daily.
3. Early ambulation or in the case of a hemorrhage, early bed exercise.

Mr. D. S. Carlson

203 E. 2nd Ave.

Rome, Ga.

Dear Mr. Carlson:

It is with pleasure that I acknowledge receipt of "The Masseur" and congratulate you on your special article "Where do we go from here"?

We need more men with vision of what can be done by a well trained and well organized body of Masseurs. As president of the Oregon State Association of Medical Masseurs, Inc., I am intensely interested in promoting a strong front in super trained Masseurs.

I personally have been working on a plan to get ourselves in the lime light. There has never been a more opportune time than at present while Congress is probing the A.M.A. and the Defender articles are being circulated by the thousands.

Best wishes for a vigorous campaign for Masseurs.

Sincerely yours,

Eugene Santee

PATRONIZE OUR ADVERTISERS — THEY HELP MAKE YOUR PUBLICATION POSSIBLE.

HEMIPLEGIC

IT PAYS TO ADVERTISE

Make it possible to contact the public in a positive, ethical manner. Make it possible for the public to receive positive information of the benefits to be obtained by your application of your professional methods. Make it possible to gain the confidence and good will of a large number of the public in a short period of time. It will sell 98% of all prospects coming into the office, including doctors from all the healing arts, nurses, and the public as a whole.

Remember, nothing great is attained without a struggle. Nothing great can be maintained without a struggle. Your future is almost always in your own hands. You cannot be duplicated—no two people are exactly alike. We may all have similar inner organs, glands, brains and parts, but no two people act exactly the same. Your conversation, your beliefs, your manner, your actions reveal the inner person you really are. Your weakness or your strength is revealed in your mental and physical behavior. We are never too old to advance mentally. The seed for higher progress ever slumbers in the brain and mind. All that is required to fructify it is a desire to expand in consciousness. New ideas and improved thoughts will open to your demands all the treasure doors of progress.

Alfred C. Trossen,
Secy-Treas. Oregon Chapter

I wish to extend my sincere thanks and appreciation to the members who voted me in as a member of the National Board of Directors. I hope to be a faithful servant in that connection.

ALFRED C. TROSSEN,
Sec'y-Treas.,
Oregon Chapter A.A.M.M.

PATRONIZE OUR ADVERTISERS — THEY HELP MAKE YOUR PUBLICATION POSSIBLE.

Straws in the wind give proof of things to follow.

I am interested in becoming a member of the A. A. M. M. and shall appreciate your sending me all the details. I am a member of the American Trainers Association, also a graduate of the Chicago College of Swedish Massage. Dr. C. W. Jones whose office is in the Georgian Hotel, Athens, Ga. as a reference.

H. H. North Carolina

I would like to take out a membership in your organization. Please let me know the cost and what period it covers.

I. M. W. Arizona

I like your magazine. We are in the process of organizing here and hope to have some Idaho Masseurs and Masseuses on the A. A. M. M. list before too long.

M. B. Idaho

However you are doing a worthwhile job and most practitioners will want to belong when they are acquainted with what you are doing.

R. T. D. Ohio

Enclosed you will find my check and application for membership, and if accepted I will do my best to help get this profession organized and recognized.

T. H. North Dakota

We need more men with vision of what can be done by well trained and well organized body of Masseurs. As President of the Oregon State Association of Medical Masseurs, Inc., I am intensely interested in promoting a strong front in super trained Masseurs.

E. S. Oregon

I am more than pleased as a member of so fine an organization. I am only sorry that I learned of the A. A. M. M. so late. I shall get busy and arouse some membership interest here.

Dr. W. H. K. Ohio

I look forward to receiving my membership card and regular issues of the Masseur.

N. D. P. Louisiana

Seemingly the A. A. M. M. is progressing through the united efforts of all the officers and directors. "The Masseur" is quite a fine little bulletin, all articles quite interesting and not to be overlooked is the fine article by our President, Mr. Alexander.

I. B. G. Kentucky

Thank you for accepting my candidature as member of the A. A. M. M. I received the envelope containing my membership card, gold-filled lapel pin, Constitution and By-Laws, copy of pledge. Cer-

Just a few lines to let you know I received my certificate, pledge and pin. I am very happy to become one of this great family. I think this organization is one of the grandest things in the U. S. A. Want you to know I am doing all I can to push it down this way.

Dr. J. W. C. Mississippi

Enclosed find application of Miss H. K. I am more than happy to sponsor her. Hope we'll soon have a chapter.

M. W. Wisconsin

Thank you for the invitation to attend your meeting of the Georgia Chapter of the A. A. M. M. I am sorry to say that I have other commitments on the date of Saturday, Oct. 24, and will not be able to attend. I am a member of the Florida Board of Massage and it happens that we have a meeting scheduled for that date and we hold examinations on the following day.

I should like very much to attend one of your meetings so if the invitation holds good for another time I will try not to disappoint you. Also I would have a chance to learn more of the workings of a state chapter. Thanks again.

A. H. D. Florida

tificate has not reached me as yet, I am looking forward to receiving it in the very near future since I want to use them for the opening of my office.

M. M. P. Iowa

I particularly appreciated reading the December copy of The Masseur—especially since the referred literature from the M. T.'s was on my desk.

M. M. C. Florida

QUITE TRUE

? ? ?

A versatile real-estate salesman of west Texas had just finished describing the glorious opportunities of that part of the country to a prospect in the East. "All west Texas needs," he said, "to become the garden spot of the world is good people and water."

"Huh!" replied the prospect, "that's all Hell needs."

WILLIE'S BACK!

Willie minced his Uncle Cheever

With a butcher knife and cleaver.

Mother said, "He shan't be shut up;

He always was a little cut-up."

MONKEY BUSINESS

Three monkeys dining once in a coconut tree

Were discussing some things that they heard true to be.

"What do you think? Now listen, you two;

Here, monkeys, is something that cannot be true,

"That humans descend from our noble race!

Why, it's shocking—a terrible disgrace.

Whoever heard of a monkey deserting his wife

Leaving a baby to starve and ruin its life?

"And have you ever known of a mother monk

To leave her darling with strangers to bunk?

Their babies are handed from one to another

And some scarcely know the love of a mother.

"And I've never known a monkey so selfish to be

As to build a fence around a coconut tree

So other monkeys can't get a wee taste

But would let all the cocoanuts there go to waste.

"Why, if I'd put a fence around this coconut tree,

Starvation would force you to steal from me.

And here is another thing a monkey won't do:

Seek a cocktail parlor and get on a stew.

"Carouse and go on a whoopee disgracing his life

Then reel madly home and beat up his wife.

They call this all pleasure and make a big fuss—

They've descended from something, but not from us!"

(Author Unknown)

Mighty few of us get what we deserve—for which most of us ought to be mighty thankful.

You've passed the dangerous age when the first thing you ask of a pair of shoes is comfort.

CHARCOAL HELPS KEEP YOU FIT — INTERNALLY

REQUA'S CHARCOAL TABLETS are an excellent adjunct to your practice and are used by many Physical Therapists.

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Get our Free Professional Booklet, "Charcoal Therapy" and order a supply of Tablets today. \$2.40 per Dz. Boxes (70s), \$4.80 per Dz. Boxes (150s), \$8.00 per Dz. Boxes (300s). Please remit with order—we pay postage.

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Masseurs and Masseuses**

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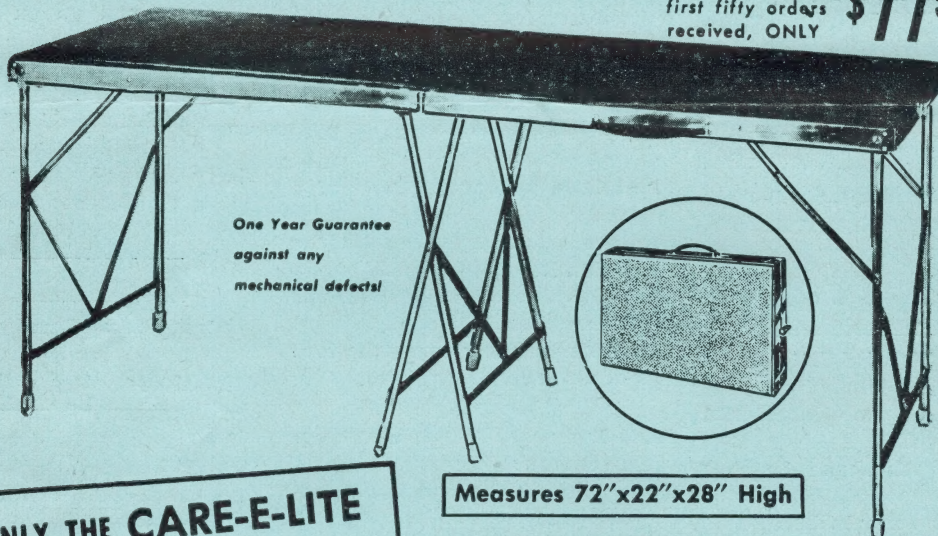
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steel luggage corners to prevent
scratching of sides.
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gleaming aluminum side panels.

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Eight ¾", high tensile strength
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rubber cups, give unequalled
counterbalancing support!

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seconds. Folds and closes
like a compact suitcase
(36"x22"x4")!

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of distinction of the profes-
sion, an important prestige-
builder!

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If not completely satisfied, I may return table after
5 days for full refund.

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